



Town of Arlington, Massachusetts
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Minutes 02/16/2011

Arlington Scenic Byway/Tourism/Economic Development Committee

Wednesday, February 16, 2011,
7 p.m. to 8:30 p.m., Second Floor Conference Room
Town Hall Annex

MINUTES

Present: Carol Kowalski, Kirsi Allison-Ampe, Angela Olszewski, Howard Winkler, Daniel Hodges, Tom Davison, Sharon Shaloo

Absent: Roly Chaput, Mike Ginns, Diane Mahon, JoAnn Robinson, Clarissa Rowe, Bob Bowes
The Meeting was called to order at 7:08 p.m.

Acceptance of Minutes

The Minutes of the January 19, 2011, were accepted as amended on a motion by Howard Winkler, seconded by Kirsi Allison-Ampe.

Reports

Scenic Byway Initiative:

Angela attended the MAPC Open House (January 25, 2011). The new date for the final Open Meeting on the Scenic Byway proposal has been moved to Thursday, March 10, 2011, 5 pm to 8 pm, at the Minuteman Visitors' Center, 250 N. Great Road, Lincoln.

The Committee will distribute a press release about this meeting to the Arlington Advocate, Your Arlington, Arlington Patch, ACMI, and the Arlington Shopper, and encourage residents to attend.

Current Town Projects:

Carol Kowalski reported the following:

Symmes: Beacon Communities has withdrawn from the project. Another developer has begun initial talks with the neighbors and funders. Modifications to the development specifications will be necessary to pave the way to development.

Hollywood Video Site: There has been interest in the site. The Planning Office would like to see a restaurant come in, but it may be cost-prohibitive to make the needed improvements in this current real estate climate.

New Businesses: Gymboree is in early discussions about moving into the last vacant space in the Arlington Heights retail development.

Planning:

(1) Arlington is working to achieve a "bio-ready" community designation at the bronze level, which would allow the town to market its small-scale industrial spaces to that sector.

(2) Arlington will be undertaking a master plan when it can secure the funding. Daniel Hodge encouraged the committee to review the Mass Econ web site to see the way that "ready-to-go" industrial sites are identified and marketed to business. Carol Kowalski will forward to the committee information about the "World Café" initiative undertaken several years ago in Reading, MA.

(3) The committee discussed the opportunities that may be afforded for development in Arlington if the Green Line

were to be extended to Rt16 in Somerville, a terminus within a walkable distance to parts of Broadway that are zoned for business development. (The website for this transportation project is <http://greenlineextension.org>.) The committee will educate itself to the Green Line issues and, at an appropriate time, register its support for the project.

Subcommittees

Economic Development (EDSAT): The Town is moving forward with the EDSAT study. The work of this subcommittee is thus complete. Members will stay informed of the process in Town and offer assistance in outreach at the appropriate time.

Website: The approved URL for the committee-driven website will be arlingtonma.org. Sharon will purchase this domain. In order to proceed with development, the committee will need a budget. Karsi and Sharon will meet to draft a structure for the site and report at the March meeting. Committee members should email either Karsi or Sharon with ideas for inclusion at the site. Angela will then request funds (\$500) from the BoS as an annual allocation for website maintenance.

Survey: The committee will review the sample survey Tom distributed and make recommendations to him or to Sharon via email for edits to refine the information being collected.

Summer Event: Tom proposed a summer series of performances instead of the one-day event initially envisioned. He is coordinating plans with Liza Halley at the Robbins Library to avoid conflict with the ongoing library music series. He will reach out to Lexington's musical series to investigate cross-promotion. It was the sense of the committee that bringing the series back to the Jefferson-Cutter House lawn would be appropriate and would provide an avenue for outreach to Center businesses for support. The subcommittee will meet to develop the plan further and to draft a budget for the series.

Customer Location Survey by Chamber Businesses: The committee reviewed the ZIP code report from one Arlington business; it awaits receipt of data from other businesses before undertaking an analysis.

Old Business

Committee Name/Website Domain: The Committee resolved to simply its name, adopting "the Arlington Committee on Tourism and Economic Development." Sharon will write to the BoS to inform them of this change. The domain name it will use for the website is arlingtonma.org. The committee will develop plans for marketing campaigns using other naming suggestions (e.g., Advance Arlington, Enjoy Arlington, etc.)
There was no other old business.

New Business

Meeting Calendar: The Committee will meet on the third Weds of each month, April through June, from 7 p.m. to 8:30 p.m. Sharon will reserve the rooms and send confirmation to the committee.

Invitation: Committee members may be interested in attending the annual reception of the Arlington Cultural Council on Monday, April 11, from 6 to 7:30 p.m., in Town Hall, Selectmen's Hearing Room, Fl 2. Sharon will be sending postcard invitations to the committee. Legislators and Selectmen will be in attendance and this will be an opportunity for committee members to interact with local artists and cultural programmers.

Adjournment

The meeting was adjourned at 8:48 p.m.

Respectfully submitted,
Sharon Shaloo, Clerk
Arlington Committee on Tourism and Economic Development

